

ORDER

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KSNV

Orders

Order / Rev: **108371**
 Alt Order #: **06868516**
 Product Desc: **OBAMA 60'S**
 Estimate: **2265**
 Flight Dates: **10/30/12 - 11/06/12**
 Original Date / Rev: **10/29/12 / 11/02/12**
 Order Type: **GENERAL**

Primary AE: **Amy McCreary**
 Sales Office: **BLPHI**
 Sales Region: **National**

Agency

Name: **GMMB, Inc./ Washington D.C.**
 Buying Contact: **Washington Harbor**
 Billing Contact: **Washington, DC 20007**

Billing Type: **Cash**
 Billing Calendar: **Broadcast**
 Billing Cycle: **EOM/EOC**
 Agency Commission: **15%**

Advertiser

Name: **Obama for America Revised**
 Demographic: **A35+**
 Product Codes: **PLC01-Democrat**
 Priority: **SELECT PRIORITY CODE**
 Revenue Codes: **POLITICAL/AGY, PCAN, GEN**

New Business Thru: **00:05:00**
 Order Separation: **00:05:00**
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	29	\$44,000.00	\$37,400.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	29	\$44,000.00	\$37,400.00	0.00
Totals	29	\$44,000.00	\$37,400.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	23%	\$44,000.00
Market	100%	\$191,304.35

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$47,826.09
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$44,000.00
KTUD	1%	\$1,913.04
KVVU	23%	\$44,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$9,565.22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/05/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/30/12	11/05/12	MTWTF--			1	\$900.00	0.00						

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Advertiser: Obama for America
 Product Desc: OBAMA 60'S
 Estimate: 2265

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/30/12	11/05/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					1	\$1,400.00		0.00			
E 3	KSNV	10/30/12	11/05/12	Today Show Today Show	CM	658a-9am	MTWTF--	1:00	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					1	\$1,800.00		0.00			
E 4	KSNV	11/03/12	11/03/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	1:00	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S-					1	\$700.00		0.00			
E 5	KSNV	11/03/12	11/03/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	1:00	1	\$1,250.00	1	0.00	NM	1	\$1,250.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S-					1	\$1,250.00		0.00			
E 6	KSNV	10/30/12	11/05/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					1	\$650.00		0.00			
E 8	KSNV	10/30/12	11/05/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					1	\$650.00		0.00			
E 9	KSNV	10/30/12	11/05/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					1	\$900.00		0.00			
E 10	KSNV	10/30/12	11/05/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					1	\$2,400.00		0.00			
E 11	KSNV	11/03/12	11/03/12	RALSTON in PRIME RALSTON in PRIME	CM	8-11pm	-----S-	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S-					1	\$2,400.00		0.00			
E 12	KSNV	10/30/12	11/05/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	MTWTF--	1:00	2	\$80.00	3	0.00	NM	2	\$160.00
LAST CALL WITH CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					2	\$80.00		0.00			
E 13	KSNV	10/30/12	11/05/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MTWTF--	1:00	4	\$2,600.00	1	0.00	NM	4	\$10,400.00
WHEEL/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					4	\$2,600.00		0.00			
E 14	KSNV	10/30/12	11/05/12	FacetoFace/Ralston Rep FacetoFace/Ralston Report	CM	730-758pm	MTWTF--	1:00	4	\$1,800.00	1	0.00	NM	4	\$7,200.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		10/30/12	11/05/12	MTWTF--					4	\$1,800.00		0.00			
E 15	KSNV	10/30/12	11/05/12		CM	11pm-1135pm	MTWTF--	1:00	4	\$2,400.00	1	0.00	NM	4	\$9,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		11/05/12		MTWTF--			4			\$2,400.00		0.00			
E 16	KSNV	11/03/12	11/03/12	Sa-Su Early News	CM	5pm-630pm	-----S-	1:00	1	\$1,350.00	1	0.00	NM	1	\$1,350.00
				Sa-Su Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12		-----S-			1			\$1,350.00		0.00			
E 17	KSNV	11/04/12	11/04/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	1:00	1	\$800.00	1	0.00	NM	1	\$800.00
				Sports Night in Las Vegas											
SPORTS NIGH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12		-----S			1			\$800.00		0.00			
E 18	KSNV	11/03/12	11/03/12	To the Point - ON	CM	430-5am	-----S-	1:00	1	\$90.00	3	0.00	NM	1	\$90.00
				To the Point - ON											
TO THE POINT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12		-----S-			1			\$90.00		0.00			
E 19	KSNV	11/04/12	11/04/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	1:00	1	\$700.00	1	0.00	NM	1	\$700.00
				News 3 Sunrise SUNDAY											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12		-----S			1			\$700.00		0.00			
N 20	KSNV	11/02/12	11/05/12	The Doctors	CM	2pm-3pm	M---F--	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
				The Doctors											
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/30/12		11/05/12		M---F--			1			\$650.00		0.00			
													Totals	29	\$44,000.00